



Mailing address: P.O. Box 1450, Simi Valley, CA 93062-1450-USA
PHONE: 805 527-9580 web: www.americanrecorder.com

Press Release

CONTACT INFORMATION:

Bob Kielhorn
Strategic Edge--Marketing Consultants
6147 Landino Drive
Westlake Village, CA 91362 USA
818.903.7371 (V)
818.991.2517 (F)
Bob@StrategicEdgeMarketing.net
www.StrategicEdgeMarketing.net

American Recorder Technologies Launches Sound Alignment Systems Laser Products

**See American Recorder Technologies at
CES 2007 Booth #20416 in the South Hall (Lower Level)**

FOR IMMEDIATE RELEASE

Simi Valley, CA--(December 20, 2006) --American Recorder Technologies today announced a new product line, the American Recorder Technologies Sound Alignment Systems Laser Products.

ART President Alan Adelstein said "Integrators always want to make each installation the best it can be in order to exceed their customer's expectations. With that in mind, we are introducing the American Recorder Technologies Sound Alignment Systems Laser products line at CES 2007."

"Sound alignment systems are designed to enable the professional installer to reference, align and accurately position speakers and video components to achieve the full sonic and viewing performance potential that manufacturers design for their products. The system consists of a family of laser alignment tools, accessories, procedures, documentation and certification in support of obtaining the highest level of performance."

"Our SAS laser products easily and quickly provide the exact location for loudspeaker and projector placement for optimum audio and video, assuring customer satisfaction by giving the consumer the best sound and image their equipment can provide. In addition to the SAS line, we are also introducing our line of HD Fidelity speakers which can be used with the SAS laser tools to assure perfect placement." *(Media: please see image accompanying this release.)*



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The ART SAS laser system is available in kit form or individual tools can be purchased separately.

PRO-Tech Kits (includes equipment for residential or commercial audio/video installations)

SAS-1307—An absolute must for any professional residential installer. Includes the P770 Laser Alignment Tool, R2D2 Rotary Base and Laser Lens kit for precise placement and alignment of speakers, screens and projectors, a LG-120 Line Generator for visual confirmation of sound dispersion patterns and viewing angles, a SPL-8810 Sound Level Meter for sound level calibration, rugged carrying case and instruction manual.

Commercial Sound Installer "PRO-Tech" Kit—The Professional Technician's all in one tool. The kit contains the P-770, JG-120 and the DLT-1372. Plus all of the SAS-1307 accessories laid out in a rugged carrying case.

Home Theater Installer Kit 1.05—designed for professional installers, this kit contains all the necessary tools for the proper alignment of speakers, projectors and screens. Includes a P-770 laser tool, complete lens kit, R2D2 rotary base, SPL-8810 sound level meter and storage case.

SAS-1500 Basic Home Theater Kit—perfectly align speakers for maximum sonic performance and sound level calibration.

About American Recorder Technologies, Inc.

Founded in 1977, American Recorder Technologies, Inc. is a privately owned corporation manufacturing a wide assortment of consumer and professional audio/video, music and photographic products.

The company's very first product, S-711 INTRACLEAN™ was the first professional tape head cleaning fluid sold in the USA and was quickly recognized by both audio manufacturers and leading recording studios as the industry standard. Over the years, the company expanded their product offerings to include all formats of analog audio/video maintenance products.

Under the leadership of founder and President Alan Adelstein, the company has comfortably moved from analog to digital with a complete line of products and accessories supporting existing and emerging technologies.

Contact Information: 4486 Runway Street, Simi Valley, CA 93062; phone: 805.527.9580.

About Strategic Edge



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Strategic Edge, established in 1991 by President Bob Kielhorn, is a leading marketing consulting company located in Southern California. Strategic Edge represents American Recorder Technologies to trade and consumer target audiences as well as other companies who market business-to-business and business-to-consumer products and services.

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